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GTDC Training: Vendor Track

A diverse range of GTDC training options prepare participants for distribution industry success. These programs, typically delivered in company-specific webinars and workshops, can be tailored to address unique objectives in addition to fundamental requirements. This track is available specifically for vendor partners.

Flexible Learning Options

The training is delivered by [VIA International](#), a consultancy with over 30 years' experience equipping vendor account teams with advanced channel financial skills to give them a competitive edge in the channel. Trainers blend front-line consulting expertise and the experience of delivering thousands of workshops and webinars to channel professionals across the globe.

Fundamentals of Distribution can be provided as either a half-day webinar or — if a more in-depth approach is preferred, involving interactive case studies — curriculum can be delivered in a one-day face-to face workshop.

Advanced Distribution Business Training is available as a comprehensive two-day workshop, with an option to deliver part of this program through online learning, reducing the face-to-face element to one day. The Diploma course is hosted at a venue of your choosing, which can be your own premises, an off-site venue, or — with agreement — the premises of a major distributor. Each workshop will also benefit from direct exposure to senior distributor management and may include a visit to the warehouse or sales floor of a major distributor.

More>>>



For additional details and recommended training options for your organization, please contact:

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GTDC Training: Vendor Track (Continued)

Here's a concise look at the many advantages of participating in the Vendor Track of the GTDC Training Program:

“Fundamentals” Training Takeaways

The Role of Distribution	Explains the role of distribution and the value provided to vendors as well as different types of resellers
How the Distributor Business Model Works	Characterizes the key features of the distribution business model and the challenges of managing “earn and turn”
Margins & Profitability	Sets out the basic margin measures and key drivers while providing benchmarks, norms and recent trends
Working Capital and the Cash-to-Cash Cycle	Covers components of working capital, related metrics and drivers, with some real examples
Productivity & Capital Efficiency Measures	Introduces the basic combination metrics of “earn and turn” such as Gross Margin Return on Inventory Investment

“Advanced” Training Takeaways

Channel Dynamics & The Role of the Distributor	Clarifies the value of different types of distribution models and sets the framework for what follows
How the Distributor Business Model Works	Unlocks the financial dynamics which determine success for products, categories and vendors in distribution
Margins & Profitability	Shows how understanding Contribution Profit unlocks all the levers of profitability
Working Capital and the Cash-to-Cash Cycle	Addresses the drivers of working capital and examines how small changes in Ts & Cs can have big impact on cash and growth
Productivity & Capital Efficiency Measures	Shows how to identify the winners, sleepers, “traffic builders” and losers in the category, product and customer portfolio
Managing Growth	Reveals linkage between profitability, working capital turn and capacity for growth
The Anatomy of an Effective Distribution Program	Characterizes the elements that determine the success or failure of a vendor program in the distribution channel
How to Sell to Distributors as a Vendor	Covers how to build compelling business cases for your overall value proposition and channel programs
The Value of Distribution to a Vendor	Shows how distribution can improve the vendor's own Return on Capital Employed (ROCE)

High Value at Reasonable Costs

GTDC Training Program costs depend on venue and group size. For a typical two-day course with 16 participants on your own premises, the fee amounts to approximately \$840 per participant per day (\$27,000 total). For comparison, consider that many generic “finance for non-financial manager” courses are substantially higher in total cost – *without* the exceptional additional value this program delivers specifically to the technology distribution business model.

Want to Learn More?

The [GTDC research center](#) (free login required for access) provides extensive information on the technology distribution industry. As background and in preparation for certification training, we strongly recommend the *Understanding Technology Distribution* report.



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